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AUTHOR Garrison, Bruce
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ABSTRACT

A study examined the life-styles of South Florida upscale "yuppie/yucca" (young, up-and-coming Cuban-American) Hispanics by exploring their consumption habits and such demographic variables as recreational activity, credit card ownership, housing, investments, language preference, marital status, education level, and income. The hypothesis that "yuppie/yucca" Hispanics move faster toward acculturation than do American Hispanics in general because of their "bland" lifestyle, resulting in consumption habits similar to the U.S. "yuppie" population was supported by the data. Subjects, 282 subscriber readers of an upscale Spanish language metropolitan Miami magazine (Miami Mensual) answered a questionnaire, and data were compared with those of two other studies: a 29-city survey by the City and Regional Magazine Association (CRMA) and a national study of Hispanic consumers by the National Association of Hispanic Publications (NAHP). In terms of both demographics and consumer variables, the Miami "yuccas" were more similar to the yuppies in the CRMA survey than to the general Hispanic population in the NAHP study. However, three out of four Spanish language magazine subscribers in Miami strongly preferred to read in Spanish over English. Comparisons and contrasts with the national Hispanic data from NAHP show more differences because of the broader socioeconomic base of the entire Hispanic population in the United States. (Tables of data and 38 references are appended.) (NKA)

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THE UPSCALE HISPANIC MAGAZINE READER: ACCULTURATION AND THE "YUCCA" LIFESTYLE

Bruce Garrison
Associate Professor
School of Communication
University of Miami
P.O. Box 248127
Coral Gables, FL 33124-8127
305-284-2265

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THE UPSCALE HISPANIC MAGAZINE READER:

ACCULTURATION AND THE "YUCCA" LIFESTYLE

Bruce Garrison, Associate Professor, News-Editorial and Photocommunication Program, School of Communication, University of Miami, P.O. Box 248127, Coral Gables, FL 33124, 305-284-2265.

This paper studies upscale Hispanic magazine readers' lifestyles. Hispanics nationwide are not generally upscale as a group. However, among those who would fit into the Yuppie demographics are Hispanics in South Florida known as Yuccas--- young, up-and-coming, Cuban-Americans. This paper investigated lifestyles of these Hispanic Yuppies/Yuccas by describing their market consumption habits and demographics in comparison to a national consumer study of city and regional magazine readers and a national consumer study of Hispanics. The paper looked at consumption variables reflecting acculturation. By this, the paper studied Hispanics' process of learning a new culture affected by communication and socioeconomic status demographics, two of three factors in acculturation identified by O'Guinn and Faber.

Primary lifestyle variables investigated were recreational activity, entertainment consumption, consumption of alcoholic beverages, automobile ownership, credit card use, investments, high technology interest, housing, and travel. Interview data were collected from three groups: (a) a survey of 284 subscriber readers of a South Florida Spanish-language city magazine, Miami Mensual, (b) a national survey of 29 city and regional magazines by the City and Regional Magazine Association (n=12,799), and a national survey of Hispanic consumers by the National Association of Hispanic Publications (n=1,757).

The study concludes that Cuban-American "Yuccas" consumption patterns show acculturation underway on one level, at least. Yuccas' lifestyles parallel those of the national city and regional magazine readers. As was hypothesized, the Yuccas are moving more quickly toward the U.S. consumer mainstream than less affluent Hispanics because of their "blend" lifestyle. In terms of demographic variables, Yuccas are more like city and regional magazine readers (upscale as well) than those of the national Hispanic consumer study. In terms of consumer variables, there are similarities in the Yuccas and city and regional magazine readers that are not found in comparing the Yuccas with the national Hispanic data.

Bruce Garrison is an associate professor in the News-Editorial and Photocommunication Program of the School of Communication at the University of Miami, Coral Gables, Florida.

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An earlier report based on this study focuses on Hispanic magazine readership.

THE UPSCALE HISPANIC MAGAZINE READER: ACCULTURATION AND THE "YUCCA" LIFESTYLE

Hispanics are generally not upscale. They are less educated and poorer than the general United States population. But estimates are that Hispanics spend $70 billion a year and their families are larger than the U.S. norm (1). Businesses are turning their attention and advertising resources toward the Hispanic market. While we are learning much about Hispanics, we are not sure how many Hispanics reside in the U.S. Exter reported the range from 16.5 million to 30 million in 1985. He estimated the total at 18 million (2). It is certain, however, that the number of U.S. Hispanics is growing. Hispanics are presently the second-largest minority and are a heterogenious group (3). As the Hispanic population continues its growth to become what some authorities predict will be the largest minority group in the U.S. by the beginning of the 21st century, this Spanish-speaking and reading segment of our population is making greater demands on the mass media for satisfaction of its information needs (4).

In major Hispanic markets such as New York, Los Angeles, San Antonio, Miami, and San Francisco (5), a slow but steady increase in the number of Spanish-language television stations, radio stations, newspapers, and magazines with ample advertising is evident (6). Exter notes the proportion of Spanish-dependent residents is over 80 percent of all Hispanics in Los Angeles,

Miami, and Chicago, and nearly as high in New York City (7). Estrada notes Spanish is the second-most spoken language in the U.S., and that it falls into three dominant areas (Los Angeles, New York, and Miami metropolitan areas). He points out that Spanish can be used to sell products and services if advertising is properly used within the Spanish media (8).

In the print news media, specialized publications to meet the broadening interests of Spanish-language readers have appeared in the past decade. These publications are unique in that they are written and edited specifically for successful Hispanics instead of the usual translated-into-Spanish American magazines sold in the U.S. and in Latin America. One estimate says there is over 200 Hispanic daily or weekly newspapers and over 100 magazines and journals (9).

One developing type of magazine is the metropolitan magazine. These have been editorially successful--- if not financially successful as well. Fletcher argues their most successful period was 1962-74 and the metropolitan magazine boom is continuing (10). Fletcher and VanderBergh note the number of metropolitan magazines have increased and their varieties seem to be expanding--- to variations of the "city magazine" such as shelter-oriented publications and regionally oriented products (11).

Astute magazine publishers and editors, desiring to serve the unique metropolitan Spanish-language market, have determined the New York magazine format of metropolitan magazines---

appealing to upscale, active, affluent young, urban professionals--- would be a winner with Hispanics as well. Exter argued, "because most Hispanics buy mainstream products, there are good reasons to inject an element of Hispanic culture into national, English-language campaign or to air a Spanish-language campaign that parallels the English version . . . (12).

In South Florida, Hispanic consumers have helped boost what would otherwise be another sagging economy. The South Florida Hispanic population has been called an "affluent majority." The area's Hispanic households earn $10,000 a year more than the average U.S. Latin family. The number of Hispanic businesses has doubled to 16,000 in Dade County alone, selling to the Hispanic population. "The robust Hispanic market is beginning to attract everyone's attention," Newsweek reported in late 1985. Hialeah, a suburb of Miami, is an example, with its growth by attracting "young, successful Hispanics moving up from Miami's Little Havana district" (13).

In fact, the Hispanic "yuppies" in South Florida have been labeled "yuccas"--- for young, up-and-coming, Cuban-Americans. These individuals have been characterized as 22 to 35 years old, earning $20,000 to $60,000, bicultural, and professional career oriented. These persons are differentiated from the traditional yuppies because yuccas are able to succeed in two cultures (14).

This paper investigates the changing lifestyles of upscale Hispanics by focusing on their consumer behavior. One question which persists among advertisers and marketers is whether to

treat the Hispanic market as a single homogeneous market or to think of it as a market with distinct subdivisions according to national origin--- Mexicans, Cubans, Puerto Ricans, and so on (15). There certainly have been numerous problems associated with international marketing, even those which do not cross national boundaries--- such as marketing to Hispanics. Valencia found three types of errors in Hispanic marketing: errors in meaning in Spanish translation, misunderstandings about Spanish culture, and failure to consider subcultural idiosyncracies among major Hispanic groups. The solution to avoid such mistakes, he suggests, is greater sensitivity to culture. He also said marketers "need to be (1) open-minded to avoid the effects of their self-reference criterion, (2) unprejudiced to avoid stereotypes, (3) inquisitive to detect potential pitfalls, and (4) willing to learn" (16).

This paper looks at one subdivision of the Hispanic market, but not by national origin. Instead, the paper will look at a collective type of Hispanic reflected by lifestyle: the Hispanic "yuppie/yucca." These upscale professionals, with their professional careers well on track and a "suburban" way of life, are the individuals with the buying power among Hispanics. The paper will look at the group by describing its consumption habits and demographics as an example of an increasingly important subdivision of the Hispanic market. Who are they? Do they purchase mainstream products?

Literature Review

The literature has only begun to explore and demonstrate the enormous potential of the Hispanic market. Literature is beginning to appear that examines the lifestyles and consumer habits of this group. Much literature has been descriptive, in the context of who buys what and so on. Other investigations have looked at Hispanics in terms of ethnic assimilation and pluralism, market segmentation, and ethnic migration. There is a base of literature which also focuses on uses and gratifications of Hispanic-oriented news media such as Spanish-language radio and television. Some attention has been given to consumption differences between Hispanics and the general population and other ethnic groups such as blacks. Recently, literature has begun to give attention to lifestyles of Hispanics.

Assimilation and acculturation are related, yet different processes. Valencia, as well as Berelson and Steiner, differentiated by stating assimilation is the "process of being accepted as a genuine member of a new social group" and acculturation is the "process of learning a culture different from the one in which a person was originally raised" (17). Subervi-Velez has provided a framework for research on Hispanics' various levels of assimilation and pluralism/ ethnicity. He determined that communication patterns "are indicative of assimilation, pluralism, or ethnicity; and . . .

contribute to some aspect of people's psychological, cultural, social, political, or economic orientations" (18). Wallendorf and Reilly studied assimilation and consumption in Mexican-Americans. They concluded that contrary to the traditional model of assimilation, these Hispanics formed a new, unique cultural style: "the <food> consumption behavior patterns of Mexican-Americans cannot be viewed as a simple median between that of Mexicans and Anglos. In many cases the consumption patterns of Mexican-Americans are unlike those either of their culture of origin or of their culture of residence" (19).

O'Guinn and Faber concluded that acculturation is difficult to explicate and measure. It is multidimensional and must be seen as a complex concept. They identified three factors of acculturation--- national origin, language/communication, and socioeconomic status demographics--- as primary dimensions of acculturation. Acculturation is role specific, they stated. "A more thorough understanding of consumer specific acculturation may allow us to more effectively target and promote products and services to different segments of ethnic markets in the same way we use demographics and psychographics to segment the general population" (20).

Valencia reported that "Hispanicness"--- that is, the rate or degree of acculturation of Hispanic consumers living in the United States--- is dependent on six indicators: strength of Hispanic identification, English language ability, amount of

Spanish spoken at home, language preference, length of residence in the U.S., and miscegenation (21).

Schaninger, et al., found consumption behavior, media usage, and shopping behavior differences in subcultures of French-speaking areas of Canada. However, they suggested that social class and income did not significantly interact with language spoken at home, thus do not vary with subculture. They believe separate marketing mixes and programs aimed at the segments would be effective (22). Hoyer and Deshpande found Hispanics' consumption habits to be influenced by parents' and family preferences, to buy brands considered more prestigious, and buy brands advertised to their ethnic group. They found partial support for the notion that Hispanics depend upon television and magazine advertising to assist in brand choice (23). Castro similarly determined that Hispanics react favorably to products whose message has an ethnic appeal or is associated with an editorial product with Hispanic content. He also argued advertisers want to reach that market through an Hispanic editorial product (24).

Furthermore, there is a body of research on the Hispanic market focusing on segmentation and media use. O'Guinn, Faber, and Meyer found differences in the profiles of Hispanics who prefer Spanish-language television over English-language television (25). These findings varied from earlier work by O'Guinn and Meyer who found Hispanics who prefer Spanish-language radio have a different profile from those who prefer

English-language radio (26). They do find "some overlap" in the findings of the two studies. O'Guinn, Faber, and Meyer stated the groups which favor Spanish-language broadcasts are less acculturated--- for example, they were more likely to be born outside the U.S., less likely to have a residential phone, and less likely to own a kitchen range. This group is not as strong economically--- fitting into the notion that less acculturated persons are less rewarded by the dominant society economic system (27).

Literature describing Hispanic media use patterns has evolved in the past decade. Roslow and Roslow found Hispanics listen to radio more than non-Hispanics, calling it "a major medium for reaching the Latin market." They also noted Hispanic women can be characterized as "heavy radio users" (28). Allen and Clarke found "striking similarities and differences" in blacks and Hispanics' communication behaviors. Education is a factor in media use by both groups, while age is a predictor for blacks but not for Hispanics. Sex was important for Hispanics (29). Garrison found readership of a Hispanic Spanish-language metropolitan magazine not affected by six dependent variables--- sex, language preference for reading, income, education, occupation, and age. He did find some significant differences in gender that suggest need for further study of the variable (30).

Attention to Hispanic lifestyles has increased in the past decade with the growth of the minority group. Dickstein discussed new marketing strategies for Hispanics suggested by a

Yankelovich survey. The key word, he says, is the "blend" lifestyle--- indicating Hispanics' efforts to produce a lifestyle which is balanced between the Hispanic and American traditions (31).

Literature on specific consumption habits is gradually freeing itself from proprietary status. One 1985 study reported over half of media use time is spent with English language media. In terms of consumption, the study reported an emphasis on vacation (88 percent) and business travel (50 percent), plans to purchase a car this year (41 percent), 10 times the attendance level of the U.S. population at movies, 37 percent home ownership and 15 percent with intention to purchase a home within the year, higher than average credit card ownership, and a preference for beer and alcoholic beverages above the national averages (32). A study of readers of a Spanish language daily newspaper in South Florida revealed similar characteristics. In the market, 37 percent own homes and 61 percent of the newspaper's readers own homes. In terms of car ownership, 92 percent of the readers own one car and 62 percent own two or more cars. Just under 78 percent of readers and 46 percent of the city's Hispanic market own credit cards. About 20 percent of reader households have investments in real estate beyond their homes and 52 percent have life insurance. Just over 72 percent consume alcoholic beverages at home and 66 percent drink beer at home. The newspaper's readers are also active travelers, with just under 40 percent traveling within the past year. The

readers also watch movies frequently (88 percent at least one time a month) and they see films in English and in Spanish (33).

The national profile reported 60 percent with high school degrees, 32 percent with college degrees, a mean income of $22,100, 56 percent foreign born, and a median age of 33.4 years (34). In South Florida's Hispanic market, 75 percent held high school or technical degrees and 24.5 percent university or college degrees compared to 70 percent and 30 percent, respectively, for readers of the newspaper. The South Florida mean income was just over $23,200 and was over $28,000 for the newspaper's readers. Only 4 percent of the readers of the newspaper were born in nations other than Cuba, Nicaragua, Spain, or Colombia and the largest percentage of readers were 35-54 years of age (35).

Research Hypothesis

This study looked at lifestyles of upscale "yuppie/yucca" Hispanics by describing consumption habits and demographics. Literature indicates these individuals are an increasingly salient part of the Hispanic market. Who are they? Do they purchase mainstream products?

To determine this, the study focuses on ten lifestyle variables reflecting acculturation. The variables are (1) recreational activity, (2) entertainment (the arts), (3)

entertainment (dining), (4) consumption of alcoholic beverages, (5) foreign-domestic automobile ownership, (6) credit card ownership, (7) investments, (8) high technology interest, (9) housing, (10) foreign-domestic travel.

Demographic variables are: (1) language preference, (2) age, (3) nation of birth, (4) marital status, (5) sex, (6) family size, (7) education level, (8) occupation, (9) income, and (10) residence length in Miami.

It is hypothesized that:

(H) Upscale "Yuppie/Yucca" Hispanics move faster toward acculturation than American Hispanics in general because of their "blend" lifestyle, resulting in consumption habits similar to the North American "Yuppie" population.

Method

For a study of Hispanic "Yuppie/Yucca" lifestyles, subscribers of an upscale Spanish-language metropolitan magazine were targeted. Subscribers of this unique metropolitan magazine were selected from a market with a high proportion of Hispanic Spanish-language readers--- estimated at 35.7 percent in the 1980 U.S. Census and as high as 42.0 percent in a 1983 estimate (36). While subscribers are located across the United States,

the largest percentage of the respondents reside in the Greater Miami metropolitan area of Dade County, Florida.

A self-administered questionnaire was developed to operationalize lifestyle variables. The questionnaire, drafted in English, was translated into Spanish, printed, and mailed in mid 1985. The population was defined as paid subscribers in 1985 (n = 6,800). A systematic interval sample of 1,000 households from the computer-based subscriber list was taken. To enhance response rate, the publisher offered to donate $1 to each respondent's favorite charity. Data were processed and analyzed at the University of Miami, using the Statistical Package for the Social Sciences (37).

These data were compared and contrasted with data collected from 29 major city and regional magazines in the United States by the City and Regional Magazine Association (CRMA) in 1985, the same time period, and with data collected in a major study of U.S. Hispanics conducted for the National Association of Hispanic Publications (NAHP) also in 1985 (38).

Findings

A total of 284 subscribers returned questionnaires in the Miami study, a response rate of 28.4 percent. Budgetary restrictions prohibited a follow-up mailing to increase response rate. Thus, for this sample, the margin of error is plus or

minus 5.8 percent. One incomplete questionnaire was not useable and a second form arrived after the cut-off date, leaving a final n = 282. The CRMA study included 12,799 primary readers and the NAHP study included 1,757 respondents.

In terms of general mass media use in Miami, 58.2 percent read other magazines in Spanish. Two-thirds of the respondents (67.4 percent) read Spanish-language newspapers as well. Over half listen to Spanish-language radio (54.6 percent) and watch Spanish-language television (60.6 percent) in South Florida. Popular Spanish-language magazines, other than Miami Mensual, include Vanidades, Reader's Digest, Hola, and Geomundo. Local Spanish-language newspapers are popular. The independent Diario Las Americas is read by 46.8 percent and El Herald, published by The Miami Herald, is read by 38.3 percent. The English edition of The Herald is read by 36.2 percent of the respondents.

Demographics of the three studies are summarized in Table 1. Miami Mensual attracts upscale subscribers, as indicated in these data. These data are similar to readers of city and metropolitan magazines in the CRMA study, but somewhat different from the national Hispanic population study conducted by NAHP. Some differences appear in marital status, education, occupation and income. The only major difference in the CRMA yuppies and Miami's "yuccas" is in respondent gender.

Tables 1 and 2 go about here

Spanish-language magazine subscribers in Miami strongly prefer to read in Spanish over English. Three in four subscribers want Spanish.

In terms of recreational activity, Miami consumers participate in a wide range of sports activities but apparently not in large numbers. However, they are interested in the arts as part of their leisure activities. As indicated in Table 2, the most popular recreational activities are fishing (47.6 percent) and tennis (45.6 percent), perhaps reflecting Miami's climate and coastal location. Their activities are different from the national CRMA data, but much of this may be explained by geography.

In the arts, movies and live theater are most popular in Miami and in the national CRMA data. Movies are regularly attended (69.5 percent in Miami/76.5 percent in CRMA) and live theater by three in five (59.2 percent/59.3 percent). Opera and symphony are also popular. No NAHP data are presented on these variables.

Miami Hispanics give a mean of four and a half parties a month where alcoholic beverages are served. They like American beers but foreign wines. Among their favorite beverages are domestic beer (42.6 percent say they drink it regularly) over imported beer (33.7 percent), but imported wines (61.0 percent) over domestic wines (36.2 percent). The two national studies show a greater preference for domestic beer and wine than does the Miami data.

Tables 3 and 4 go about here

As shown in Table 3, "Yuccas" favor specific liquors. Leading the list is Scotch (58.5 percent), rum (37.2 percent), and vodka (32.3 percent). Their least favorite liquors are bourbon (7.1 percent) and tequila (10.3 percent). This varies slightly with the national studies, as might be expected. Scotch is also most popular among national Yuppies and Hispanics, but not as dominantly as in Miami.

Table 4 indicates that "Yuccas" dine out on business only slightly less than they do for pleasure--- a mean of four to five meals a month. Pleasure dining accounts for a mean of 4.95 meals a month while business dining is the reason for another 4.63 meals a month. This is a total of 9.24 meals per month dining out for Miami Hispanics; CRMA data show a mean of 12.3 meals per month by Yuppies. Unfortunately, no other data were published on these variables by CRMA and NAHP.

Variety in purchasing modes is important to South Florida Hispanics. "Yuccas" possess a wide range of international, national, and regional credit cards. The most popular card is the Visa card, held by two thirds (66.7 percent) of respondents. Sears' card is held by three in five (60.3 percent), followed by American Express (56.7 percent) and Mastercard (54.3 percent).

Tables 5 and 6 go about here

As shown in Table 5, gasoline company cards are held by half (51.4 percent). The most popular local or regional card is a department store, Burdines (41.8 percent). The least popular cards are Carte Blanche (5.3 percent) and Bonwit Teller (6.4 percent). In terms of national and international credit cards, respondents in the CRMA and NAHP studies also prefer VISA and Mastercard with American Express following a distant third.

A mean total of 2.29 automobiles per household was found in Miami. As shown in Table 6, "Yucca" respondents clearly prefer American-built cars over foreign-built cars--- contrary to the image of the "Yuppie" who owns the expensive European sedans such as the BMW and Mercedes. In the CRMA study, more respondents owned foreign-made and American-made cars.

In Miami for "first" cars, respondents prefer American-made to foreign-made by nearly two to one (56.7 percent to 32.7 percent). Most popular models include Oldsmobile, Cadillac, and Buick. The leading foreign-made models were the Volvo, Mercedes, and BMW. These proportions are similar in the CRMA data (74.8/39.7), but no data were reported for the NAHP study.

For second cars in Miami, the proportion is even greater (57.0 percent to 28.7 percent). Most popular American-made second automobiles for "Yucca" families were the Oldsmobile, Buick, and Chevrolet. For those owning foreign-made second automobiles, the BMW and Mazda are most popular second autos for

the household. No data are available for CRMA or NAHP on second cars.

Miami Hispanics are learning more about high technology of the 1980s by reading (and presumably buying) equipment. As shown in Table 7, more than four in five read about stereo equipment (84.4 percent) and over half read about video cassette recorder (VCR) equipment (53.9 percent). Less popular is computers. Just less than one in four (23.4 percent) read about personal computers and about one in eight (13.1 percent) read about business computers. No electronics and high technology variables were reported in the CRMA and NAHP studies.

Tables 7 and 8 go about here

While traditional, Miami's "Yuccas" are also investigating and investing in newer means of improving their financial resources. The most popular investment may be their home, but beyond that, "Yuccas" still depend on the old-fashioned life insurance policy (term and mutual, 73.6 percent) and the savings account (66.3 percent), as shown in Table 8. The CRMA and NAHP studies reported no data on insurance or savings accounts.

Among the newer forms of investment, the certificate of deposit (CDs) is most used in Miami (57.1 percent). Individual retirement accounts (IRAs) are used by 42.6 percent. Real estate other than their first homes accounts for an investment option for just over one third (36.9 percent). The Yuppies in the CRMA

data preferred IRA/Keoghs (48.6 percent) and corporate bonds (47.2 percent) over CDs (37.5 percent). Savings accounts, the only investment variable reported by NAHP, was almost as popular among national Hispanics (57.0 percent) as in Miami.

Least popular forms of investment in Miami are commodities (4.6 percent), municipal bonds (8.5 percent), mutual funds (11.0 percent), and corporate bonds (12.4 percent).

More than three-quarters of the respondents in the Miami study own their own residence. The figure reflects the yuppie lifestyle (82.7 percent in Miami/71.9 percent in CRMA), as indicated in Table 9. Nationally, the Hispanic percentage is much lower (37.0 percent). The value of the owned home is high (means of $169,571 in Miami and $156,815 in CRMA and medians of $114,825 in Miami and $107,686 in CRMA). There are no reported housing value variables in NAHP data.

In terms of other housing-related variables, remodeling and second home vacations are popular among upscale respondents. Remodeling by Miami Hispanics (30.8 percent) is less than CRMA yuppies (56.8 percent), but greater than national Hispanics (14.0 percent). One third (30.6 percent) of Miami "Yuccas" take vacations in a second home (house or condominium) which they own compared to 25.6 percent of CRMA yuppies.

Tables 9 and 10 go about here

Like most Americans, Miami's "Yuccas" like travel by air. About two thirds report traveling by domestic airlines in the past year (70.9 percent for Miami; 63.6 for CRMA Yuppies) and two in five report traveling by international airlines (44.3 percent; 28.1 percent for CRMA). Ships (17.4 percent Miami/13.9 percent CRMA) and trains (13.5 percent in Miami) are far less popular, as shown in Table 10. No NAHP data were provided.

"Yucca" destinations within the past 12 months--- 1984 and 1985--- are a generally a reflection of Hispanic heritage and geography of South Florida. Most popular is Europe, including Spain (47.9 percent). Also popular are the Caribbean (39.0 percent), South America (29.8 percent), Mexico (23.8 percent), and Central America (18.4 percent). Among CRMA Yuppies, the Caribbean (32.7 percent) and Europe (32.5 percent) were the most popular destinations, followed by Hawaii and Mexico. For NAHP national Hispanics, Mexico was the dominant destination, distantly followed by South America, the Caribbean, and Central America.

Discussion

Acculturation is role specific and involves learning a new culture, different from the one of parents' or the individual's childhood. While it is difficult to explicate and measure and is multi-dimensional, one level has been studied here. In terms of

socio-economic status demographics, national origin, and consumption, we can see several patterns establishing acculturation of Miami's Cuban-American "Yuccas." It is clear that these individuals parallel the lifestyles of the City and Regional Magazine Association national study of yuppie readers during the same time period. The differences in Miami's "Yuccas" and the national study of Hispanics by the National Association of Hispanic Publications seems greater. This suggests that "Yuccas" may be speeding up the acculturation process on at least one level, consumption.

It was hypothesized that:

> Upscale "Yuppie/Yucca" Hispanics move faster toward acculturation than American Hispanics in general because of their "blend" lifestyle, resulting in consumption habits similar to the North American "Yuppie" population.

The data generally support that hypothesis. There is evidence that Miami's "Yuccas" are moving toward acculturation on at least this one level through their efforts to "blend" into the South Florida consumer market. Comparisons with the CRMA national study of 29 markets of yuppie readers shows this in terms of the variables investigated here. In terms of demographics, the Miami "Yuccas" are more similar to CRMA's yuppies than the NAHP Hispanic population in the United States in general. This holds on marital status, education, occupation, and household income. It does not hold on gender, which may be

solely a function of sampling design and not the population as a whole. And in terms of the consumer variables, recreational and entertainment activity, alcoholic beverage consumption, dining out frequency, credit card ownership, automobile ownership, investments, residential lifestyles (particularly home ownership and remodeling), and travel each show striking similarities in the two groups. Comparisons and contrasts with the national Hispanic data from NAHP shows more differences because of the broader socio-economic base of the entire Hispanic population in the United States. This demonstrates a move toward acculturation in terms of consumption, at least, by Miami's upscale "Yuccas."

This shows the potential described above in the upscale Hispanic markets. There must be additional study of this sublayer of the Yuppie population. In depth analysis using traditional marketing research strategies will tell us more about these growing, high-purchasing power magazine readers that are quite appealing to advertisers. Further study of other aspects of acculturation as well as assimilation must be done on this group. It seems equally important to further define the "blending" process and the bi-cultural lifestyles of these professionals.

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TABLE 1

SUBSCRIBER DEMOGRAPHICS

Variable	n-size*	S. Fla. Hispanics	National study+	National Hispanics**
Age:	(273)	Median = 48.6	45.2	33.4
Marital status:	(276)			
Married		73.2%	69.6%	56.0%
Single		14.9	18.9	25.0
Divorced		12.0	11.5	10.0
Other		----	----	9.0
Gender:	(268)			
Male		64.6%	45.5%	61.0
Female		35.4	54.5	39.0
Education:	(274)			
Some high school		1.0%	2.6%	22.0%
High school graduate		18.6	18.4	18.0
Some college		14.6	25.3	28.0
College degree		31.0	21.9	32.0
Some grad. study		9.9	10.7	----
Grad.-prof. degree		25.9	20.2	----
Primary occupation:	(275)			
Executive or prof.		41.8%	41.1%	31.0%
Business owner		13.1	8.3	6.0
Sales		6.2	4.6	5.0
Secretarial/clerical		4.0	2.7	11.0
Craftsman		2.5	2.4	4.0
Student		5.5	0.3	----
Government/public service		1.5	4.0	2.0
Retired		12.4	16.6	----
Homemaker		5.5	0.5	----
Temporarily unemployed		0.4	0.6	----
Other		7.3	18.0	38.0
Family income:	(168)	Median = $45,050	53,057	-------
		Mean = $64,761	75,920	$22,100
Readers/issue	(234)	Median = 3.12	----	----
		Mean = 4.82	3.20	----

* Total respondents for Miami Mensual study, n=282.

+ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

**Study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 2

RECREATIONAL, ENTERTAINMENT ACTIVITY

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
		SPORTS		
Tennis	160	45.6%	22.1%	----
Golf	124	21.0	27.7	----
Fishing	143	47.6	25.2	----
Sailing	122	23.0	13.1	----
Snow skiing	126	34.9	20.2	----
Other:	100			
Swimming		24.0	----	----
Softball		16.0	----	----
Jazzercise		6.0	----	----
Horse riding		3.0	8.9	----
Bicycling		8.0	38.1	----
SCUBA diving		2.0	----	----
Running-Jogging		4.0	26.8	----
		THE ARTS, ENTERTAINMENT		
Live theater	211	59.2%	59.3%	----
Movies	236	69.5	76.5	----
Other:	37			
Opera		37.8	36.9	----
Symphony		18.9	----	----
Ballet, dance		10.8	----	----
Sports		10.8	----	----
Church		2.7	----	----
Night clubs		8.1	----	----
Social clubs		5.4	----	----

* Total respondents for Miami Mensual study, n=282.

+ Adjusted frequency, calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

** No data available from the study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 3

MONTHLY ALCOHOLIC BEVERAGE CONSUMPTION

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
		PARTY FREQUENCY		
Serves liquor	215			
Mean		4.58	----	----
Median		2.75	----	----

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
		BEVERAGES CONSUMED AND SERVED AT HOME		
Domestic beer	282	42.6%	56.7%	57.0%
Imported beer	282	33.7	26.2	40.0
Domestic wine	282	36.2	67.6	42.5
Imported wine	282	61.0	40.4	----
Bourbon	282	7.1	26.2	24.0
Gin	282	23.8	15.6	25.0
Liqueurs	282	24.1	31.7	27.0
Rum	282	37.2	21.4	32.0
Scotch	282	58.5	37.7	28.0
Tequila	282	10.3	7.8	30.0
Vodka	282	32.3	15.9	29.0
Other:	40			
Cider		5.0	----	----
Whiskey		7.5	22.6	33.0
Cognac-brandy		25.0	22.2	30.0
Champagne		12.5	21.5	----
Sherry		5.0	----	----
Non-drinker		25.0	----	----
Miscellaneous		20.0	----	----

* Total respondents for Miami Mensual study, n=282.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

** Study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 4

MONTHLY DINING OUT OF THE HOME

Variable	n-size*	S. Fla. Hispanics	National study+	National Hispanics**
Dining out on business:	147			
Mean		4.63	----	----
Median		4.48	----	----
Dining out for pleasure:	248			
Mean		4.95	----	----
Median		4.76	----	----
GRAND TOTAL DINING OUT (median)		9.24	12.3	----

* Total respondents for Miami Mensual study, n=282.

+ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

** No data available from study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 5

MAJOR CREDIT CARDS OWNED BY CONSUMER

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
Any airline	282	14.2%	13.6%	----
Any Gasoline	282	51.4	----	36.0%
American Express	282	56.7	47.9	18.0
Bloomingdale's	282	26.6	----	----
Bonwit Teller	282	6.4	----	----
Burdines**	282	41.8	----	----
Carte Blanche	282	5.3	2.0	----
Diner's Club	282	16.7	7.4	----
J.C. Penney	282	30.9	----	----
Jordan Marsh**	282	32.3	----	----
Lord & Taylor	282	18.8	----	----
Macy's	282	22.7	----	----
Mastercard	282	54.3	64.7	53.0
Neiman-Marcus	282	15.6	----	----
Saks Fifth Ave.	282	24.5	----	----
Sears	282	60.3	----	----
Visa	282	66.7	71.6	53.0
Other:	43			
Jefferson Ward		1.4	----	----
Tiffany's		0.7	----	----
JByron's**		1.1	----	----
A.S. Sterns**		1.4	----	----
Mayors-Kaufmans**		1.1	----	----
Brooks Brothers		0.7	----	----

* Total respondents for Miami Mensual study, n=282.

** Local or regional department store.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

** Visa/Mastercard category combined in study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 6

AUTOMOBILES OWNED (PER FAMILY)

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
		TOTAL NUMBER OWNED		
Mean	269	2.29	2.00	----
Median	269	2.14	----	----

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
		TYPE OF AUTOMOBILES OWNED		
		FIRST CAR ONLY		
American made		56.7%	74.8%	----
Foreign made		32.7	39.7	----
Other		10.6	----	----
TOTALS	245	100.0%	----	----
		SECOND CAR ONLY		
American made		57.0%	----	----
Foreign made		28.7	----	----
Other		14.3	----	----
TOTALS	189	100.0%	----	----

* Total respondents for Miami Mensual study, n=282.

** No data available from the study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ First and second car differentiation not made. Figures reported are percent of sample buying American or foreign cars new. Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

TABLE 7

ELECTRONICS AND HIGH TECHNOLOGY INTEREST

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
Reads business computer articles	282	13.1%	----	----
Reads personal computer articles	282	23.4	----	----
Reads stereo equipment articles	282	84.4	----	----
Reads VCR articles	282	53.9	----	----

* Total respondents for Miami Mensual study, n=282.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ No data available from the study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

** No data available from the study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 8

TYPE OF INVESTMENTS MADE

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics#
Certificate of deposit	282	57.1%	37.5%	----
Commodities	282	4.6	----	----
Corporate bonds	282	12.4	47.2	----
Corporate stocks	282	17.4	----	----
IRA/Keogh	282	42.6	48.6	----
Mutual funds	282	11.0	25.6	----
Municipal bonds	282	8.5	----	----
U.S. savings bonds	282	12.4	----	----
Real estate**	282	36.9	16.9	----
Savings account	282	66.3	----	57.0%
Life insurance:	265	73.6	----	----
Mean value:	265	$189,837	----	----
Median value:	265	$100,000	----	----

* Total respondents for Miami Mensual study, n=282.

** Excludes principal home or residence, if owned.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

Study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.

TABLE 9

RESIDENTIAL LIFESTYLE

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
Principal home value:				
Mean	195	$169,571	$156,815	-------
Median	195	$114,825	$107,686	-------

PRIMARY-SECONDARY TYPE OF HOME LIVED IN

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics**
Owns home	260	82.7%	71.9%	37.0%
Remodeled home in past year	224	30.8	56.8	14.0
Vacations in second home	258	30.6	25.6	----

* Total respondents for Miami Mensual study, n=282.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

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TABLE 10

TRAVEL

Variable	n-size*	S. Fla. Hispanics+	National study++	National Hispanics#
		MODE OF TRAVEL		
Domestic airlines	282	70.9%	63.6%	----
International airlines	282	44.3	28.1	----
Ships	282	17.4	13.9**	----
Trains	282	13.5	----	----
		DESTINATIONS		
Alaska	282	1.4	----	----
Caribbean	282	39.0	32.7	12.0%
Central America	282	18.4	2.8	11.0
Europe	282	47.9	32.5	8.0
Hawaii	282	7.8	16.0	7.0
Mexico	282	23.8	20.4	29.0
South America	282	29.8	2.8	15.0

* Total respondents for Miami Mensual study, n=282.

** In past three years.

+ Adjusted frequency is calculated by deleting missing, or invalid cases.

++ Study by Don Bowdren Associates, "The Primary Audiences of City & Regional Magazines, conducted for the City and Regional Magazine Association, Huntington, Conn., 1985. Study included 29 magazines and 12,799 primary readers.

Study by NuStatus, Inc., in conjunction with the National Association of Hispanic Publications, Austin, Texas, 1985. Study included 1,757 persons.